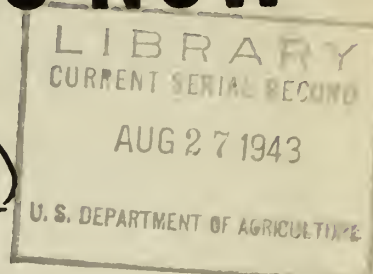


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An urgent appeal to EAT SURPLUS POTATOES NOW



- The farmers have produced a huge new crop of potatoes, and rushed them to market.
- These early potatoes won't keep -- they must be consumed or wasted.
- Every family should make full use of potato dishes, old and new.
- Victory Gardeners should let their potatoes mature before harvesting, eating commercial potatoes until the threatened waste is averted.

They're perishable - it's now or never!





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Subject: Suggestions for information campaign urging extra use of potatoes in July

Distribution: Information workers, marketing specialists, War Board members

Suggested Use: Newspapers, radio, and others

THE POTATO SITUATION

Our war food picture changes rapidly, as all housewives know. But many will be surprised to learn there is a surplus of potatoes on the market. In fact, a special effort must be made immediately to use these potatoes in order to avoid heavy waste through spoilage.

Farmers greatly increased their potato acreage this year, at the request of the War Food Administration, in order to make plenty of potatoes available to meet the heavy demands. Cold weather delayed the early crop, but it is now coming to market in great quantity, with approximately 35 percent more potatoes available now than during the same time last year.

These early potatoes are exceptionally perishable. Labor and transportation problems and ice shortages have added to the difficulties, until the urgency for getting these early potatoes used has suddenly become acute.

USDA field services and State Extension people will be serving their country well if they help inform the public of the situation.

On the following pages you will find suggestions for news releases, radio spots, a feature article on potato recipes, an ad and a poster for grocery stores. Steps should be taken immediately as the situation will level off in a month, and the extra potatoes will either have been eaten or wasted.

Markets that may not have plentiful supplies should report the condition to WFA.

SUGGESTED RELEASE ON POTATO SITUATION

_____ housewives were urged today to buy and use more
(insert city or state)
potatoes in their family diets this month in order to consume the abundant supply of potatoes that are now available.

In emphasizing the necessity for immediate consumption of the potato supplies now on hand, _____, _____, said that the early crop
(name of person) (title)
potatoes now on the market are not suitable for storage. They must be consumed immediately or they will go to waste.

"Potatoes are a highly nutritious food and should be used to the fullest advantage while they are plentiful," _____ said. "Farmers have done their part in increasing production and it is now up to consumers to do their part by utilizing the food thus produced."

In view of the large commercial supply at present, the War Food Administration has requested Victory gardeners to delay digging their potatoes until they are fully mature. Farmers also are being asked to adjust harvesting operations insofar as possible so that present supplies can be moved first, and to be particularly careful in harvesting and handling.

Potato production in the southern producing regions currently is running about 35 percent greater than at the same time last year. The War Food Administration is acting to support the prices of potatoes through purchases, as guaranteed farmers earlier, and also to conserve as much of the present abundant supply through diversion to canning dehydration plants. These are relatively small outlets, however, and full utilization of the supply depends primarily on increased present consumption.

Consumers throughout the Nation will be kept informed as to the rapid changes in the food picture so they can take advantage of similar situations that arise with regard to other foods. Consumer cooperation in meeting changes in the food market will prevent waste of food and insure the fullest utilization of the Nation's supply, _____ declared.

SUGGESTED RELEASE ON VICTORY GARDEN ANGLE

Victory gardeners naturally are eager to see and display the fruits of their off-hour toil, but in view of the present large commercial supply of potatoes, they should make sure that their own garden potatoes are mature before digging them, _____, _____ suggested today.
(name) (title)

"Large stocks of early crop potatoes are now available, and since they are quite perishable, it is important that consumers utilize these stocks to prevent them from going to waste," _____ said.

"If Victory gardeners delay digging at present and depend on commercial supplies, it not only will be helpful in preventing waste but will enable their 'backyard' potatoes to mature into larger tubers."

SUGGESTED FEATURE ARTICLE ON POTATO RECIPES

The potato push is on. They've had a hard time getting here for first a late freeze retarded their growth, then they got too much rain. The result is that these potatoes are too tender to store, and they've got to be eaten or they'll go to waste. Means we've got a lot of potato serving to do in July, for there's 35 percent more new potatoes than last year.

Potatoes pack plenty of nutriments, including the much needed Vitamin C. They're high in calories, contain calcium, protein, phosphorous, iron, thiamine, riboflavin, and Vitamin A. And they keep their treasure if cooked correctly. Scrub new potatoes, don't peel, for their highest concentration of minerals is close to the skin. Don't soak them before cooking. Pop them in a pot of boiling salted water, and cook covered. Use them in soups, salads, chowders, and stews, whip them up with a bit of baking powder and use them as a crust and topping for a meat and vegetable pie, or serve them up with chopped mint or parsley. For a tasty treat try these three recipes.

Potato Piglets

6 medium potatoes

2 sausages

Scrub the potatoes thoroughly. Remove a core out of the center of each potato and stuff with sausage meat or skinned sausage. Place a part of the core of the potato into the sausage meat at each end. Then bake in a hot oven for about 3/4 of an hour, basting occasionally. Four small sticks of macaroni may be placed in the sides of the potato to act as feet for the piglet.

Potato and Vegetable Pie

1 lb. raw diced potatoes

1 lb. vegetables

Salt and pepper

1 Tablespoon finely chopped onion

1 Tablespoon butter

Combinations of any of the following vegetables may be used: Carrots, peas, turnips, butter beans or green beans, raw or canned tomatoes. The onion must be chopped very finely. Combine all ingredients and seasoning in a baking dish. Pour in vegetables or meat stock until it can just be seen along the side of the dish. Dot with small pieces of butter. Cover lightly and bake for one hour in a moderate oven. Remove lid for the last 15 minutes.

Potato Fish Pie

1½ cups hot mashed potatoes
½ pint of white sauce, well seasoned
1 teaspoonful chopped parsley

1½ cups left-over baked, boiled,
or steamed fish
2 tablespoons melted butter

Prepare the white sauce as follows: Melt one tablespoon of butter in a saucepan, blend in one tablespoon of flour, and then add 1 cup of milk. Cook slowly until the mixture thickens, stirring all the time.

Flake the fish into the sauce. Add parsley. Pour the fish with sauce into a buttered glass baking dish. Cover with the potato. Sprinkle with melted butter. Bake in a moderate oven (400 F.) until brown on top and well heated through. Any canned fish such as tuna, crab, or lobster, or cooked fish as cod, halibut, salmon, etc. may be used.

SUGGESTED RADIO SPOTS

1. The War Food Administration says that if the present abundant supplies of potatoes are not consumed there is danger that they may spoil and go to waste. Every housewife is urged to cooperate in buying potatoes and to plan more meals using potatoes during this early potato season. All consumers can cooperate in the national food program by eating potatoes in preference to other foods which are not plentiful. Eat potatoes to prevent waste of this wartime food. Eat potatoes now when we have so many to eat.
2. Attention all Victory Gardeners! Don't dig up your potatoes just yet. The War Food Administration recommends that you leave your potatoes in the ground during the early potato season, and hold off the harvesting right now. That way you will save your garden potatoes, until they are larger and more mature, and until the time when commercial potatoes are not so abundant as they are now. Make your Victory Garden potatoes count in the Nation's food supply later when we need them. So many early potatoes are now on the market that there is great danger of food waste.....So, keep your potatoes in your Victory Garden until they are needed. Buy and eat early potatoes to save our food supply and make every potato do its war food job.
3. Consumers, the War Food Administration announces that now is the time to buy and eat potatoes. So many early potatoes from the south have come on the market that there is great danger of waste of this food. At this time of the year potatoes spoil easily and can not be stored. There is only one way to get the good out of these potatoes, and to make them do the war job that all food must do if we are to win the war. That way is to eat these early potatoes now, when they are plentiful. Eat more potatoes to prevent waste and to save other foods for our fighting men.
4. Homemakers! You can get plenty of early potatoes for family meals today. And here's good news for you. For new ways to prepare potatoes, the Bureau of Home Economics (and Human Nutrition), of the Department of Agriculture has a leaflet, "Potatoes in Low-Cost Meals." You can get your copy by writing to _____
Just ask for the leaflet, "Potatoes in Low-Cost Meals", and give your name and address.
5. Now, consumers, it's up to you. The farmer has responded to his country's call by producing a bumper crop of early potatoes. In fact there are so many early potatoes now in local markets, that there is great danger of food waste. Now, the War Food Administration calls on every consumer to do her part of the food management job -- eat these early potatoes as long as we have a heavy supply. Buy and eat more potatoes today to save this essential food from going to waste, and to spare other foods which are very scarce.

SUGGESTIONS FOR GROCERY STORES:

Grocery stores should be encouraged to advertise stocks of new potatoes, wording the appeal in patriotic terms. Avoiding waste of food is a patriotic matter.

Below is a potato ad which could be suggested for use in connection with a grocery store's regular ad.

On the other side is a poster which stores could have prepared to place over their potato bins.

★ ★

Uncle Sam says...

**"EAT MORE
POTATOES-Now!"**

New potatoes 10 LBS. FOR 00¢

★ ★

Uncle Sam says...

**EAT MORE
POTATOES!**

**There is a big surplus
of new potatoes that
will spoil if not used**

IMMEDIATELY